

# **ABSTRACT**

A plasma display panel device having high luminance efficiency and a drive method for the PDP device, which includes a panel unit having a plurality of pairs of a first and a second electrode, and a plurality of third electrodes that intersect the electrode pairs to define a plurality of discharge cells, and a drive unit that drives the panel unit using a drive method having a write period and a sustain period, by applying, in the sustain period, a voltage to the third electrodes and a voltage to the electrode pairs, so as to generate a sustain discharge between the first and second electrodes in the sustain period, the drive unit applying the voltage to the third electrodes so as to change a potential of the third electrodes during the sustain discharge.

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